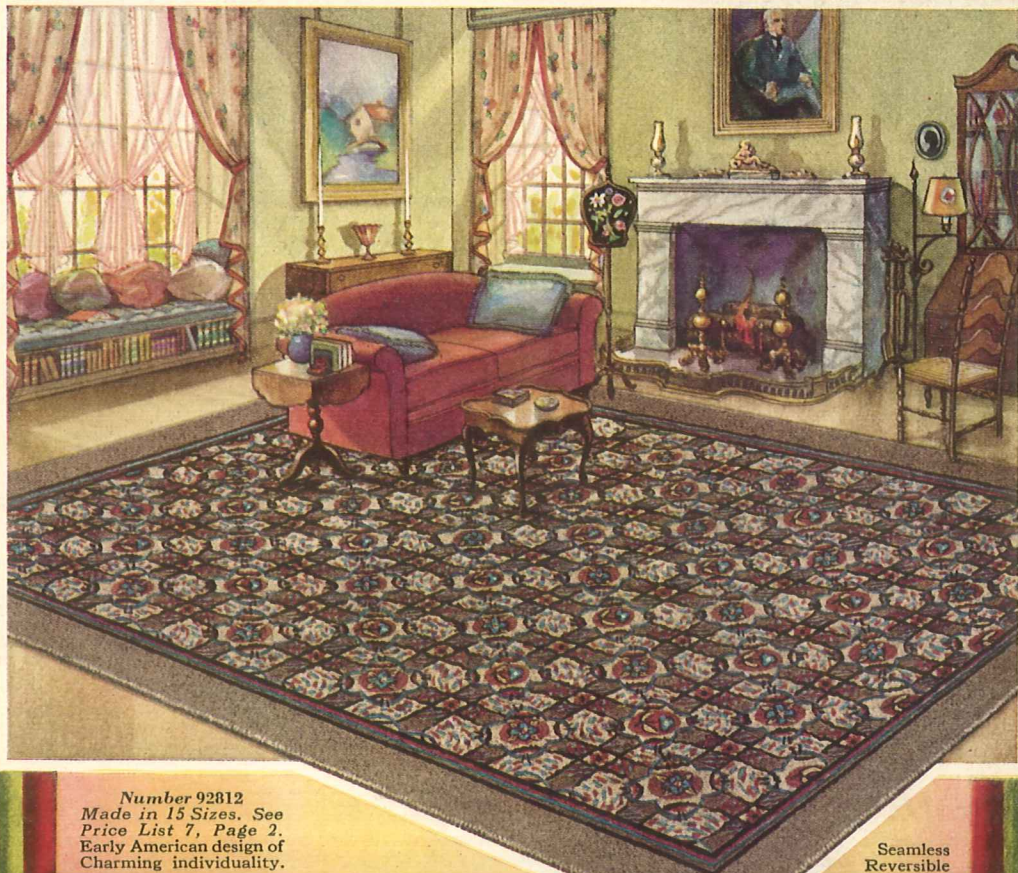


dec 3187 20- 7809

OLSON DUO - VELVETY RUGS

MADE FROM YOUR OLD RUGS AND CLOTHING



Number 92812
Made in 15 Sizes. See
Price List 7, Page 2.
Early American design of
Charming individuality.

Seamless
Reversible

GUARANTEED LOWEST 1930 PRICES

Material Required <i>On Orders Over \$15 Send 1/4 Less See Free Wool Offer</i>	Standard Sizes Made	Price List 1	Price List 2	Price List 3	Price List 4	Price List 5	Price List 6	Price List 7
		For rugs on pages 8, 22, 23	For rugs on pages 9, 38, 39	For rugs on pages 13, 27, 33, 34, 35, 36, 41, 42, 44, 48	For rugs on pages 10, 12, 15, 17, 18, 20, 21, 25, 26, 28, 37, 40	For rugs on page 24	For rugs on pages 16, 29, 30	For rugs on pages 1, 11, 14, 19, 31, 32
4 lbs...	...27 x 42 ins..	\$2.20	\$2.40	\$2.55	\$2.75	\$2.90	\$2.90	\$2.90
6 lbs...	...30 x 54 ins..	2.75	3.05	3.15	3.50	4.05	4.05	4.05
9 lbs...	...36 x 63 ins..	3.85	4.20	4.40	4.90	5.65	5.65	5.65
15 lbs...	...4 x 6 3/4 ft.	6.65	7.30	7.60	8.40	9.70	9.70	9.70
22 lbs...	...5 x 8 ft...	9.80	10.80	11.25	12.45	14.40	Not Made	14.40
20 lbs...	...6 x 6 ft...	8.85	9.75	10.15	11.20	12.95	12.95	Not Made
27 lbs...	...6 x 8 ft...	11.80	12.95	13.50	14.90	17.25	17.25	17.25
30 lbs...	...6 x 9 ft...	13.25	14.60	15.20	16.80	19.40	19.40	19.40
40 lbs...	...6 x 12 ft...	17.70	19.50	20.30	22.40	25.90	25.90	Not Made
27 lbs...	...7 x 7 ft...	12.05	13.25	13.80	15.25	17.60	Not Made	Not Made
35 lbs...	...7 x 9 ft...	15.45	17.05	17.75	19.60	22.65	Not Made	22.65
35 lbs...	...8 x 8 ft...	15.70	17.30	18.05	19.90	23.00	23.00	Not Made
45 lbs...	...8 x 10 ft...	19.65	21.70	22.55	24.75	28.75	28.75	28.75
49 lbs...	...8 x 11 ft...	21.60	23.80	24.80	27.35	31.65	31.65	31.65
45 lbs...	...9 x 9 ft...	19.90	21.90	22.80	25.15	29.10	29.10	29.10
55 lbs...	...9 x 11 ft...	24.30	26.80	27.90	30.75	35.60	35.60	35.60
60 lbs...	...9 x 12 ft...	25.45	27.75	29.30	31.65	35.85	35.85	35.85
75 lbs...	...9 x 15 ft...	33.15	36.50	38.05	41.95	48.55	48.55	48.55
56 lbs...	...10 x 10 ft...	24.55	27.05	28.15	31.10	35.95	35.95	Not Made
67 lbs...	...10 x 12 ft...	29.45	32.45	33.80	37.30	43.15	43.15	43.15
72 lbs...	...10 x 13 ft...	31.95	35.15	36.60	40.40	46.75	46.75	Not Made
73 lbs...	...11 x 12 ft...	32.40	35.70	37.20	41.05	47.45	Not Made	Not Made
85 lbs...	...11 x 14 ft...	37.80	41.65	43.40	47.85	55.35	Not Made	Not Made
80 lbs...	...12 x 12 ft...	35.35	38.95	40.55	44.75	51.75	Not Made	Not Made
93 lbs...	...12 x 14 ft...	41.25	45.45	47.35	52.20	60.40	Not Made	Not Made
98 lbs...	...12 x 15 ft...	44.20	48.70	50.70	55.95	64.70	Not Made	Not Made
Hall Runners								
7 lbs...	.27 in. x 6 ft..	3.30	3.65	3.80	4.20	Not Made	Not Made	Not Made
11 lbs...	.27 in. x 9 ft..	4.95	5.50	5.70	6.30	Not Made	Not Made	Not Made
15 lbs...	.27 in. x 12 ft..	6.65	7.30	7.60	8.40	Not Made	Not Made	Not Made
10 lbs...	.3 ft. x 6 ft..	4.40	4.85	5.05	5.60	Not Made	Not Made	Not Made
15 lbs...	.3 ft. x 9 ft..	6.65	7.30	7.60	8.40	Not Made	Not Made	Not Made
20 lbs...	.3 ft. x 12 ft..	8.85	9.75	10.15	11.20	Not Made	Not Made	Not Made
SPECIAL SIZES								
Made Any Length or Width. (REQUIRES 2 TO 3 WEEKS) Send 1/2 lb. of Material for Each Square Foot		27 Cents a Square Foot	30 Cents a Square Foot	31 Cents a Square Foot	34 1/2 Cents a Square Foot	Not Made	Not Made	Not Made

OUR 56th

YEAR

*Largest Manufacturers of Rugs
Dealing Direct with the Home*



OLSON RUG Co.

NEW YORK
MILWAUKEE

CHICAGO
ST. LOUIS

DETROIT
SAN FRANCISCO

WE DO NOT EMPLOY AGENTS OR
HOUSE-TO-HOUSE CANVASSERS

Be Sure to Read This Short Letter

Here's a real thrill in ECONOMY. Try it!

Over a million women have secured these finer Olson Rugs this EASY, FASCINATING WAY. You risk nothing by a trial!

A bundle of old rugs, carpets and clothing is all you need. We don't care how faded or worn your materials are—we don't care what color—just tie them up with an ordinary piece of rope, attach the enclosed shipping tag, and send direct to the Olson factories AT OUR EXPENSE.

WITHIN A WEEK we will weave luxurious DUO-VELVETY Rugs in any of the fashionable NEW colors or patterns shown in this book. Your rugs will look exactly as pictured.

Finer Rugs! Modern! Low Priced.

A few days later, your new rugs will be back in your home where you can test them any way you wish. We invite you to compare them with your costly Wilton and Axminster rugs.

If your new rugs do not give your rooms colorful, modern charm—if after a FULL WEEK'S TRIAL, you are not delighted with their deep, rich texture and velvet-like softness underfoot, you have the right TO SEND THEM BACK AT OUR EXPENSE, and WE WILL PAY YOU for your materials.

Just as the Olson Rug Co. was the first to introduce the harmoniously rich "ONE and TWO-TONED color effects", whose popularity has become nation-wide—NOW, we present "The new Two-Toned MORESQUE WEAVE", which gives more character, depth and beauty to the nap. As a result you can subject any Olson Rug to the hardest wear without showing footmarks. (OVER)

Our Patented Process Cannot Be Copied

Never before has anyone been able to make rugs from old carpets, rugs and clothing that can be compared in any way with these new and finer Olson Rugs. WE EMPLOY NO AGENTS OR HOUSE-TO-HOUSE CANVASSERS. Beware of agents who say they represent the Olson Rug Co. or claim to offer the same rugs.

We guarantee you will never be able to detect that your rugs have not been made entirely from expensive new materials.

We save all the valuable wool in your materials—steam, sterilize, and treat it so that it is just as good as it ever was—in fact it is BETTER wool because it is thoroughly SEASONED and will have more luster and life. Then the old colors are bleached out, the wool is respun, dyed with fast dyes and woven into rugs on the very latest power looms.

Lowest Factory-To-You Prices—We Have No Agents

No longer is it necessary to pay full retail rug prices which include the high cost of materials, retailers and wholesalers profits, salesmen's salaries, high store rents, etc. We have eliminated all that.

DISPLAY ROOMS — LOCATED IN —

CHICAGO

28 LAFLIN STREET

PHONE: MONROE 3090

OR,

DIVERSEY & CRAWFORD

PHONE: PENSACOLA 5000

NEW YORK

245 FIFTH AVE.

(3RD FLOOR)

PHONE: CALEDONIA 7918

DETROIT

35 E. GRAND RIVER

(3RD FLOOR)

PHONE: CHERRY 1816

ST. LOUIS

505 NO. 7TH STREET

(2ND FLOOR)

CORNER ST. CHARLES

PHONE: CHESTNUT 2240

MILWAUKEE

114 WISCONSIN AVE.

CASWELL BLOCK,

(3RD FLOOR)

PHONE: DALY 4909

SAN FRANCISCO

200 DAVIS STREET

PHONE: DOUGLAS 8590

We know you don't want to let your valuable materials go to waste. Why not SURPRISE YOUR FAMILY with a new living room, dining room, hall or bed-room rug? You have never walked on SOFTER, more LUXURIOUS rugs, no matter what you paid. Modern REVERSIBLE rugs like these sell in exclusive stores for twice the money.

Our prices are right down to rock bottom. We GUARANTEE they won't go lower. Why not enjoy new rugs now? Nothing is gained by waiting. Sincerely yours



President,

If You Live Near One of These Cities

you will find a complete display of all the beautiful new Olson Duo-Velvety Rugs. Our Showrooms are centrally located in each of these cities.

Send All Kinds of Old Rugs, Carpets, Clothing, Blankets—Any Color

**WE PAY FREIGHT, EXPRESS, PARCEL
POST From Any Place in the United States**

Send any of the following:

Brussels	Ingrain	Chenille
Axminster	Moquette	Fluff Rugs
Velvet	Velvety	Tapestry
Wilton	Smyrna	Wool Fibre

or any other kind of carpet or rug.

Blankets	Suits	Sweaters
Coats	Vests	Trousers
Dresses	Shirts	Waists
Underwear	Shirts	Shawls
Curtains	Table Covers	Sheets
Couch Covers, White & Colored Goods		

DON'T bother to clean or prepare your old materials in any way. Send them just as they are, no matter how faded or threadbare.

IF YOU LACK MATERIAL

If you haven't enough material you can probably secure the additional number of pounds from your friends and neighbors for the asking. To help you out if you still lack enough material, we will furnish new wool stock at 20 cents a pound (what it costs us) if you wish.

IF YOU HAVE EXTRA MATERIAL—we suggest that you ship all the old material you have, since we pay no more freight on a hundred pound bundle than a smaller one, and we will be glad to apply the surplus on any future order you or your friends may send.

IF YOU HAVE NO SCALES

The following will give you the approximate weight of your old carpets and rugs

Size	Weight
6 x 9 ft.....	15 to 22 pounds
8 x 10 ft.....	30 to 38 pounds
9 x 12 ft.....	35 to 45 pounds
1 square yard.....	3 to 5 pounds

Heavy Wilton and Chenille rugs weigh somewhat more.

SPECIAL SIZE RUGS

On page 2 you will find the largest number of *Standard Sizes* offered by any rug manufacturer. Only in rare cases is it necessary to order a size not shown.

However, we will weave *Any Special Size* you want (no matter how wide or long) in from 2 to 3 weeks. But the price, as you see, will be a little higher.

GOLD BOND

56 YEARS IN BUSINESS

Guarantee

☞ We Guarantee complete satisfaction. All Olson Rugs must prove right by the test of wear. Use them on your own floors—walk on them—examine them carefully—get the opinion of your friends. . .

☞ If, at the end of a week, you do not think these new and finer Olson Duo-Velvet Rugs are the biggest rug value you ever had for your money, return them at our expense and we will refund any money you have paid and pay you for your materials. You cannot lose a penny. . .

☞ We Guarantee every Olson Rug will give more years of wear than a one-sided rug for the same price. . .

☞ We guarantee our "Factory-to-You" prices to be lower than you can find anywhere in America for rugs of similar beauty and long-wearing qualities.

OLSON RUG CO.

All Rugs in this Book are

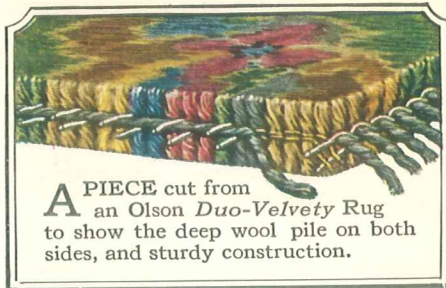
**OLSON
DUO-VELVET
RUGS**

Americas' Newest, Finest

LOW PRICED RUGS

EVERY Olson Duo-Velvet Rug has the same deep, closely woven pile *on both sides* exactly as pictured. All of your good wool material goes into the *surface* of the rug, where it belongs. The advantages of this superior new type of weave over ordinary one-sided rugs is apparent at once.

There are thousands of tightly twisted tufts in these finer Rugs. Note how close and firm each strand is packed in. Each tuft is separately



A PIECE cut from an Olson Duo-Velvet Rug to show the deep wool pile on both sides, and sturdy construction.

bound and firmly held in place. This is a wonderful improvement learned from the Orientals and found only in the finest rugs.

Olson Duo-Velvet Rugs "feel like padded velvet under-foot." They lay flat and are easy to clean.

Note that each tuft is dyed *clear through*. This is why we *guarantee* color and patterns to wear right down to the very last—as long as the rugs themselves, a lifetime.



Number 09818

A beautiful new Chinese Design. At these amazingly low prices we feel sure you will want to send enough material to include one of these lovely, colorful oval rugs in your order. Woven Seamless and Reversible with the same velvety nap on both sides. *Fringed.*

Number 01824

Think of the many places in your home where this charming Grey Blue oval rug can be placed to advantage. In your bedroom where its soft, velvety nap is so agreeable underfoot; between doorways; or in front of a davenport or easy chair. Reversible. *Fringed.*

Number 09814

A Lovely Japanese Garden Design. All the mysticism and charm of far off Japan are in this rug. A sacred Japanese bird with richly colored plumage adds great beauty. The same firm, deep, velvety nap—the same charming pattern on both sides. *Fringed.*

PRICES for OVALS shown above. *Made in 4 Sizes Only*

27 x 42 in.

\$3.15

Send 4 Pounds

30 x 54 in.

\$4.50

Send 6 Pounds

36 x 63 in.

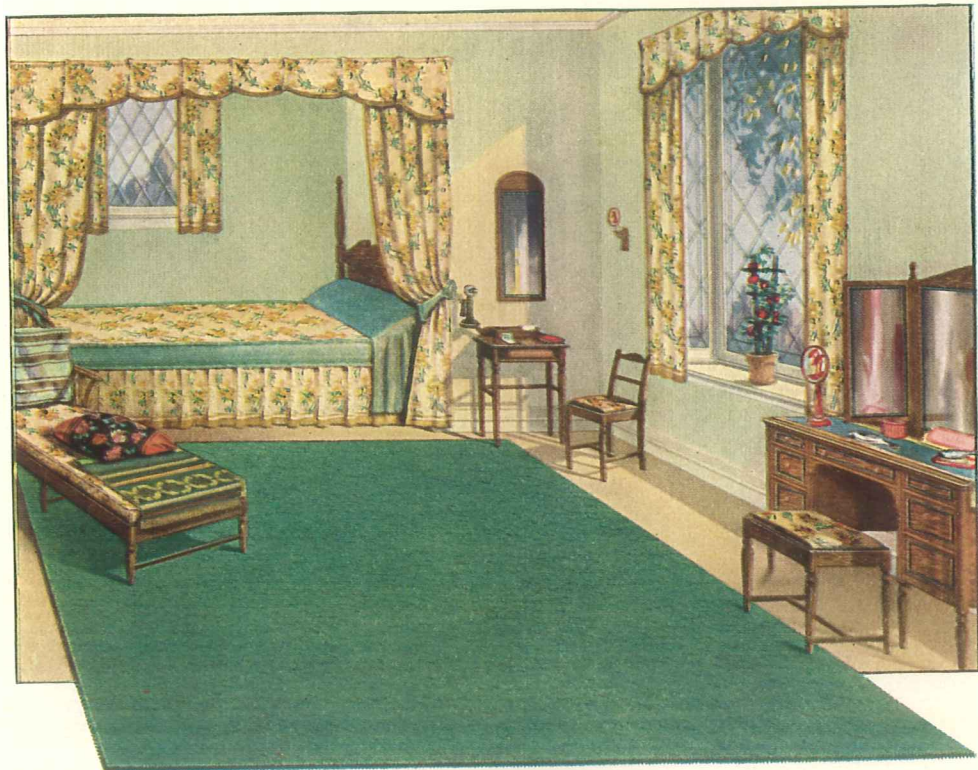
\$6.45

Send 9 Pounds

4½ x 6¾ ft.

\$11.25

Send 15 Pounds



Number 4881

JADE, *A Soft Color Blend*

Made in 32 Sizes. See Price List 1, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.20

Send 4 Pounds

36 x 63 in.

\$3.85

Send 9 Pounds

Above all things, the color scheme of a bedroom should be dainty, cheerful and invite repose. It would be hard to find a rug so restful to the eye as this soft, new Tiffany green mixture known as JADE. There is nothing expensive in this room—nothing the modest purse could not afford, yet the effect is wholly delightful. And how ideal these new, reversible *Duo-Velvet* rugs are for bedrooms. The soft, deep nap yields luxuriously underfoot and brings warmth and comfort to your floors at trifling cost. Many bedrooms are rather small and a plain rug always makes a room appear larger. *Factory prices.*

8 x 10 ft.

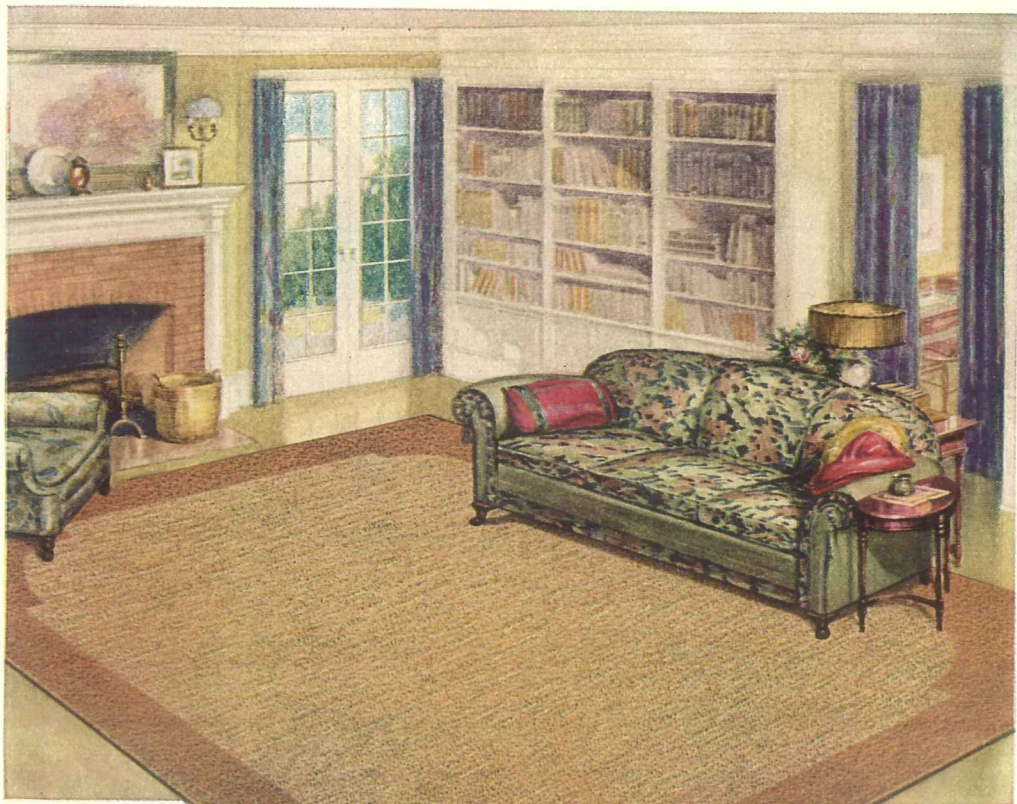
\$19.65

Send 45 Pounds

9 x 12 ft.

\$25.45

Send 60 Pounds



Number 6884

Made in 32 Sizes.

See Price List 2, Page 2

27 x 42 in.

\$2.40

Send 4 Pounds

36 x 63 in.

\$4.20

Send 9 Pounds

In keeping with the home decorating trend of today, this Tiffany mixture of the charming colors of Autumn foliage meets satisfactorily the demand for harmony and style. There is a suggestion of the early American period when simplicity and grace were the dominating notes of the fine old New England homes. A subtle, elusive beauty—felt rather than seen. This beautiful rug is woven in our *Duo-Velvety* weave like all the rugs in this book.

**AUTUMN
OAK**

Seamless- Reversible

8 x 10 ft.

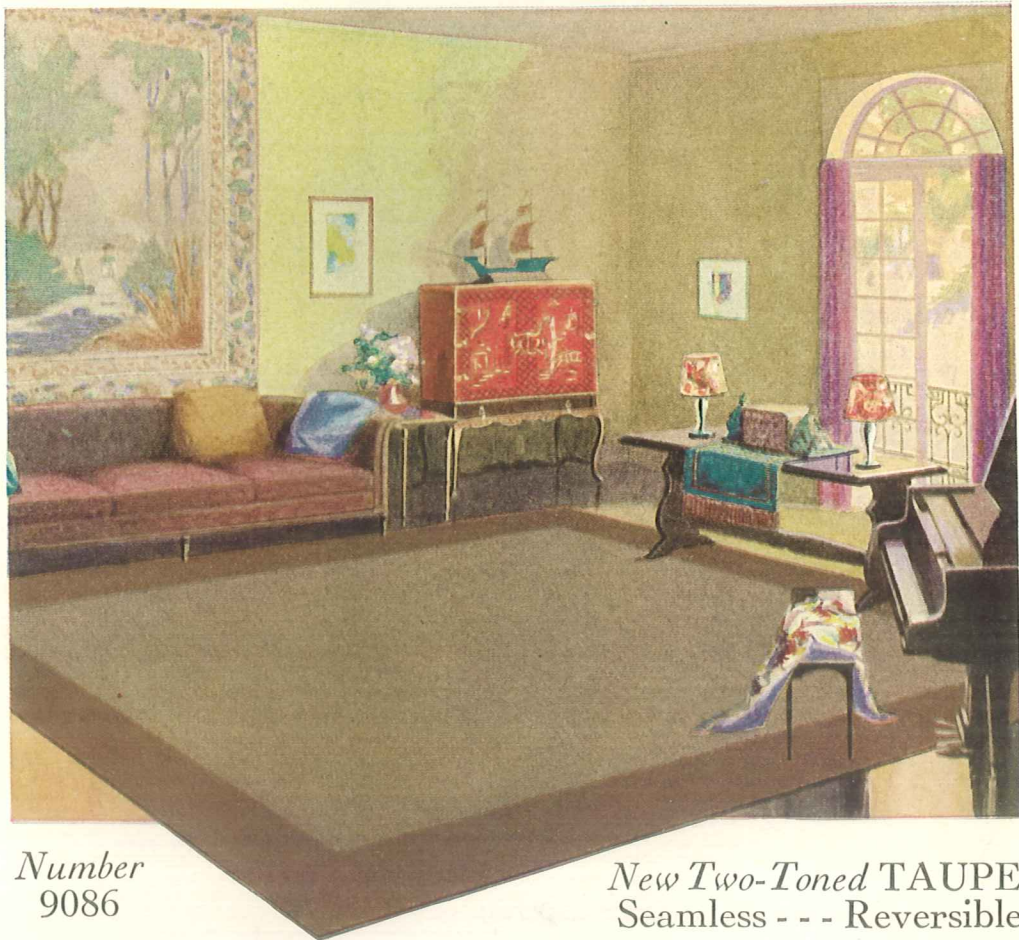
\$21.70

Send 45 Pounds

9 x 12 ft.

\$27.75

Send 60 Pounds



Number
9086

New Two-Toned TAUPE
Seamless - - - Reversible

27 x 42 in.
\$2.75

Send 4 Pounds

36 x 63 in.
\$4.90

Send 9 Pounds

Made in 32 Sizes. See Price List 4, Page 2

Picture this attractive Taupe rug in your home. Analyze its appeal. It is restful, unobtrusive, elegant, satisfying. "Feels like padded velvet underfoot." It holds the room and furniture together in perfect harmony. A Taupe rug has that effect in any room, with any style of decorating and with furniture of any period. Taupe is so ideally suited for floor coverings that many of the finest homes today have these beautiful rugs in every room.

8 x 10 ft.
\$24.75

Send 45 Pounds

9 x 12 ft.
\$31.65

Send 60 Pounds

See Price List 7, Page 2

Made in 15 Sizes

Study the beautiful design and colors in this rug. A wonderful surprise is in store for you when it arrives.



Number 21821

27 x 42 in.

\$2.90

Send 4 Pounds

A Famous Oriental Design, Seamless, Reversible

A soft, luxurious rug of rare Oriental splendor. Colors of lasting beauty woven clear through with the same, deep nap and pattern on both sides. A masterpiece of colorful harmony that will be admired for a life time.

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 1086

27 x 42 in.
\$2.75

Send 4 Pounds

36 x 63 in.
\$4.90

Send 9 Pounds

Made in 32 Sizes. See Price List ⁴, Page 2
Seamless - - - Reversible

Perhaps no other color, with the exception of Taupe, has won such popularity in recent years as the soft, new Grey Blue shown above. This is the harmonious new color that all women are so enthusiastic about because it blends with practically every decorating scheme and is a practical color. Color is the secret of beautiful rooms. You will be delighted with the change that one of these soft, luxurious Blue rugs will make in your home.

The New GREY BLUE

8 x 10 ft.
\$24.75

Send 45 Pounds

9 x 12 ft.
\$31.65

Send 60 Pounds



Number 9181

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

Made in 32 Sizes. See Price List 3, Page 2

Seamless - - - Reversible

You just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. Placing a small colorful rug in front of a chair or davenport adds a decorative note and is considered in excellent taste.

The New DARK TAUPE

8 x 10 ft.

\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds



See Price List 7, Page 2
Made in 15 Sizes

*This beautiful rug will
give a wonderfully
rich effect to any
room. Just pic-
ture it in your
own home.*

Number 12822

Exquisite Persian Design, Seamless, Reversible

27 x 42 in.

\$2.90

Send 4 Pounds

Could anything be more fascinating than to send away a bundle of old materials and in return receive this glorious rug? The field is of midnight blue upon which are woven intricate Persian traceries and rich, Arabesques faithfully reproduced from a famous 16th Century Oriental. Made in 15 sizes. See Price List 7, Page 2.

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 3084

Seamless - - - Reversible

TAUPE
A Rich New Design

Made in 32 Sizes. See Price List 4, Page 2

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

A handsome design in several shades of a rich, warm Taupe color. A rug of character that is perfectly adapted to modern rooms of any period. Note how admirably the rug blends into the charming living room above so reminiscent of old Spain with resplendent colors in drapes and tapestries. An intensely practical rug that will enrich any room. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our *factory-to-you* prices mean a big saving. Ship your material and let us show you.

8 x 10 ft.

\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number
81811

CHINESE LOTUS

Seamless - - - Reversible

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

Made in 18 Sizes. See Price List 6, Page 2

A lovely, colorful modern design, the creation of a master artist, with a rich, warm Mole field in the new Two-Toned Moresque Weave, which does not show footmarks. An intensely practical rug that will go well with any decorative scheme. All patterns woven clear through (*like all our rugs*) in soft Chinese colors—Blue, Rose, Gold, Ivory, Taupe, Jade Green and Black. This is a dainty, unique design that never grows old and the longer you have it the better you like it.

8 x 10 ft.

\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 2086

The New RUBY RED

Made in 32 Sizes. See Price List 4, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

The use of plain and two-toned rugs is a mark of distinction today found in homes of taste and refinement. The rich, deep beauty of the room above is a perfect example of the rare charm and exquisite harmony you can achieve in *your* home by simply replacing your old rug with the colorful two-toned Olson *Duo-Velvet* Rug illustrated. This new and fascinating color is aptly named after one of the rarest of beautiful gems. This rich rug will bring the magic of modern color to any room.

8 x 10 ft.

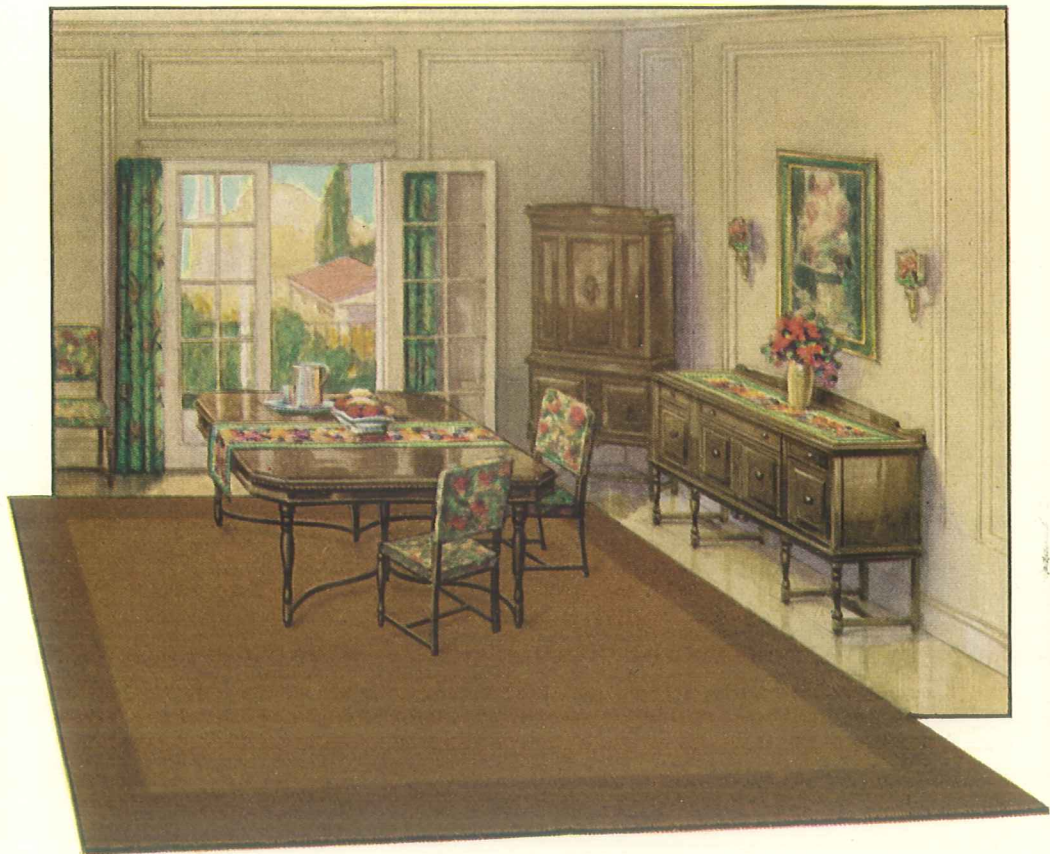
\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number 6086

The Rich New BEAVER

Made in 32 Sizes. See Price List 4, Page 2

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

Seamless - - - Reversible

To achieve that atmosphere of rich, harmonious dignity so necessary in the dining room, decorators have long recommended Brown. But where have you ever seen a more inviting color than this new Beaver Brown that we offer for your approval? An intriguing new shade around which you can build fascinating new color effects for any room in the home. Study this charming dining room. Its harmony delights the eye. Yet this much sought for effect is quickly and inexpensively achieved by ordering this lovely two-toned Beaver rug.

8 x 10 ft.

\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number 75815
Famous Persian Design

Seamless
 Reversible

Made in 15 Sizes. See Price List 7, Page 2

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

Never before has it been possible to get this popular pattern in anything but the most expensive Oriental and Wilton rugs. Now you can possess this colorful masterpiece in the new Olson *Duo-Velvet* weave at one third cost of a Wilton rug. This exquisite oriental pattern, with its wealth of soft, blending Oriental colors, will impart a world of character to any room in your home. The colors and patterns appear identically the same on both sides so when one side is worn you have another new rug on the reverse side. A rug that will give a soft, velvet-like feeling underfoot and wear for years and years.

8 x 10 ft.

\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds

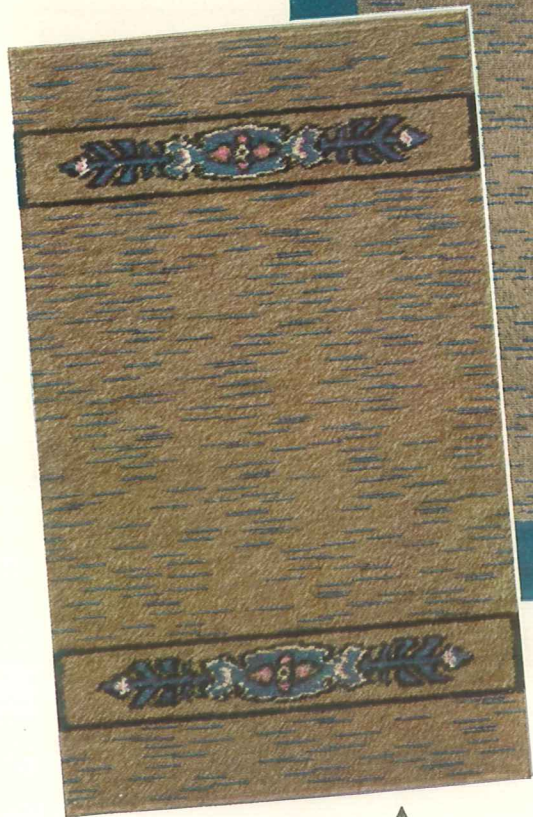
Number 96816



Each of these
Patterns woven
in 32 sizes

*Seamless
Reversible*

Number 93823



Number 93813



See Price List 4, Page 2, for 28 Other Sizes

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

8 x 10 ft.

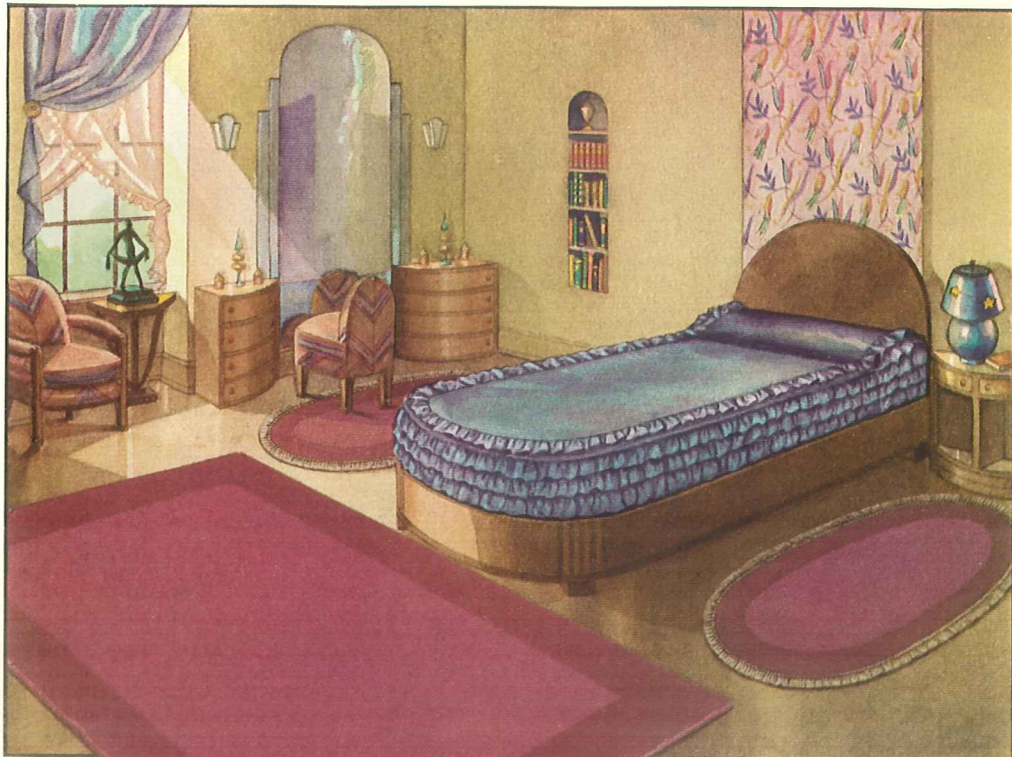
\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



ROSE Number 7086

ROSE OVAL RUGS—Fringed

Number 07825

Size: 27x42 inches Requires 4 pounds	\$3.15	Size: 36x63 inches Requires 9 pounds	\$6.45
Size: 30x54 inches Requires 6 pounds	\$4.50	Size: 4½x6¾ ft. Requires 15 pounds	\$11.25

27 x 42 in.
\$2.75

Send 4 Pounds

36 x 63 in.
\$4.90

Send 9 Pounds

Made in 32 Sizes. See Price List 4, Page 2
Seamless - - - Reversible

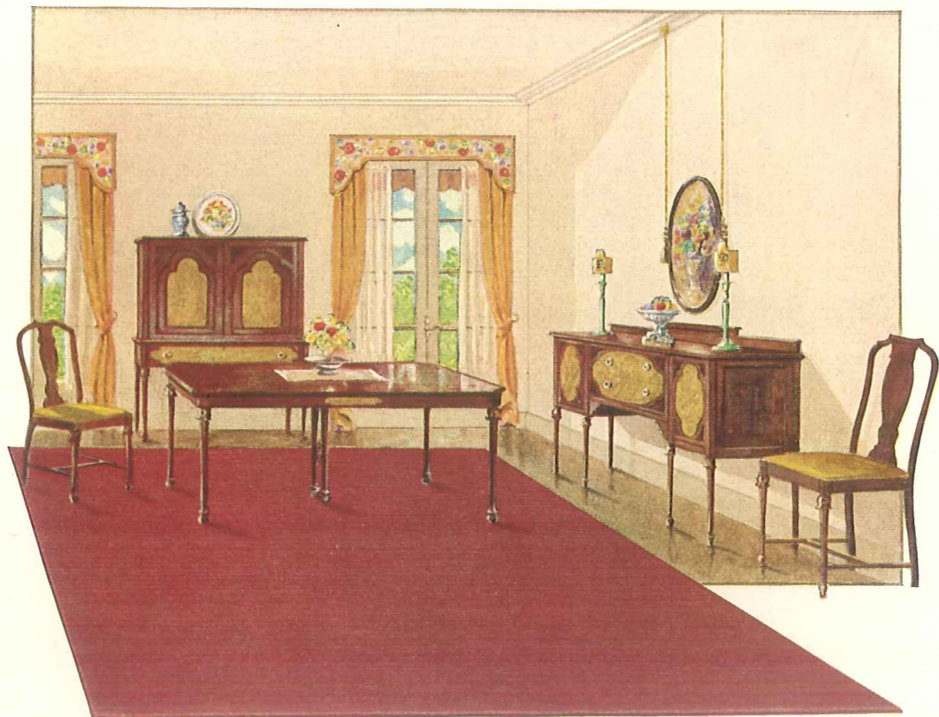
Daintiness reigns in this ultra smart and "moderne" bedroom. Bedrooms have come into their own at last. And properly so, for one's bedroom is the one room in the home that each member of the family can call his or her very own. Here, preferences may be expressed freely. Observe how great a part the rich, soft, Rose rugs play in the decorative effect of this charming, vivacious room.

8 x 10 ft.
\$24.75

Send 45 Pounds

9 x 12 ft.
\$31.65

Send 60 Pounds



Number 2881

MAHOGANY, a Soft Color Blend

Made in 32 Sizes. See Price List 1, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.20

Send 4 Pounds

36 x 63 in.

\$3.85

Send 9 Pounds

In this age of color and beauty, women are no longer satisfied with rugs that have become dull with time and out of date in pattern. *Change! Color! Style! Variety! Smartness!* These are what the women of America are interested in today. Through her new knowledge of decorating, the modern woman has come to know that the rug is the keynote—the background of any room. All other furnishings take on new charm when the rug is a soft, beautiful MAHOGANY color. And what a serviceable rug you will find this new Olson *Duo-Velvety* rug, with the same firm, deep nap woven on both sides to give double wear. One-tone color effects are admirably suited to the simplicity and dignity demanded in a dining room.

8 x 10 ft.

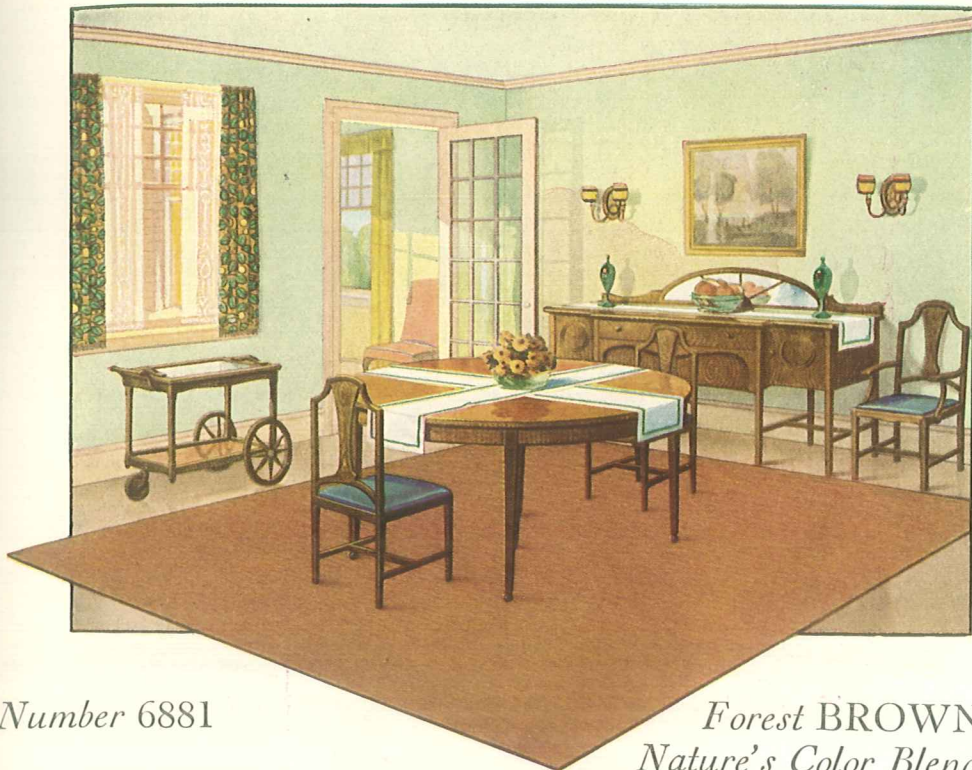
\$19.65

Send 45 Pounds

9 x 12 ft.

\$25.45

Send 60 Pounds



Number 6881

Forest BROWN
Nature's Color Blend

Made in 32 Sizes. See Price List 1, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.²⁰

Send 4 Pounds

36 x 63 in.

\$3.⁸⁵

Send 9 Pounds

This sturdy, practical rug harmonizes so well with all types of furnishings that it makes an ideal background for the dining room, or for the living room, that family gathering place where practical comfort and harmony is so essential. Forest Brown is a soft, Heather blend of colors that permits you complete freedom to plan all sorts of original color effects in drapes, lamps and furniture. What a happy surprise it will be for your family if you replace the old rug with one of these new, rich-textured *Duo-Velvety* rugs that feel like luxurious high-priced rugs underfoot and withstand hard wear without showing soil. Take advantage of our low *factory prices*.

8 x 10 ft.

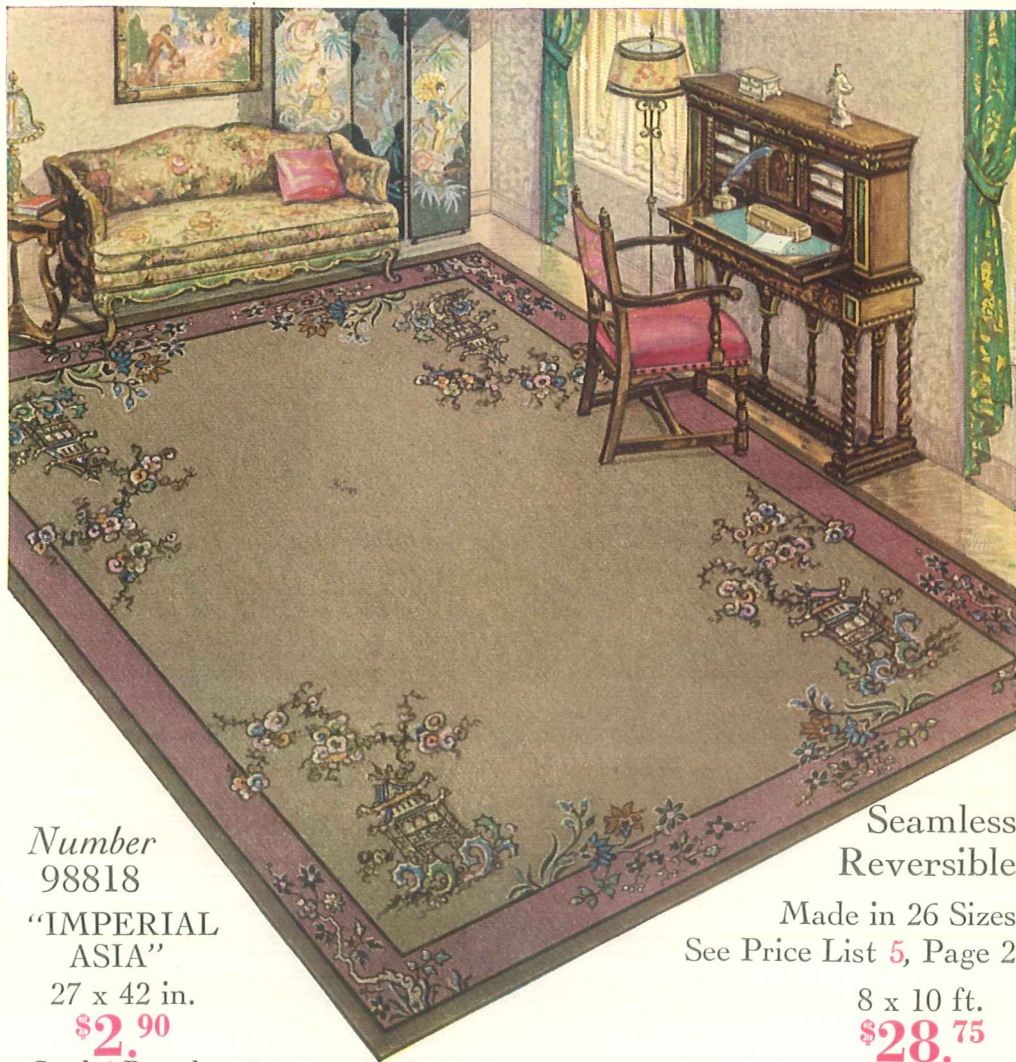
\$19.⁶⁵

Send 45 Pounds

9 x 12 ft.

\$25.⁴⁵

Send 60 Pounds



Number
98818
"IMPERIAL
ASIA"

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

This charming colorful Chinese masterpiece is deservedly popular. Here again is an example of the artist's reliance upon balance and proportion as well as color in the creation of a design of extraordinary excellence. The center is a rich, warm shade of Taupe. In each corner a Chinese Garden *motif* is woven in subdued colors. The border is a shade of Mulberry that harmonizes beautifully.

Seamless
Reversible

Made in 26 Sizes
See Price List 5, Page 2

8 x 10 ft.

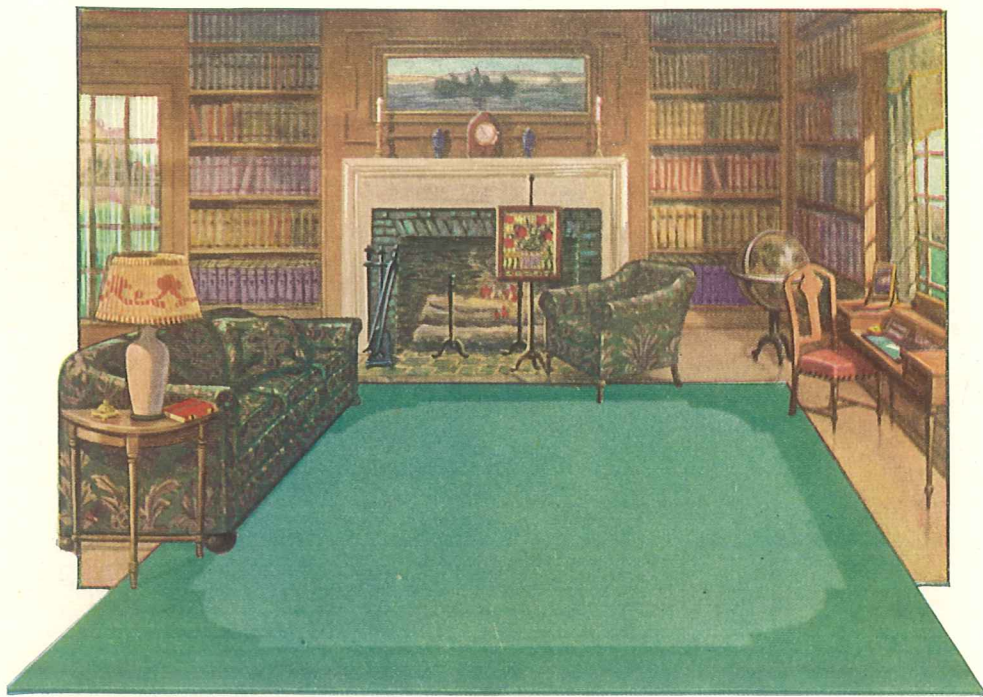
\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 4048

The New GREY GREEN

Made in 32 Sizes. See Price List 4, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.75

Send 3 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

This is another new color creation, achieved by the simple combination and contrasting of two restful shades of green in an artistic and harmonious rug that fits in with every scheme of decoration. It imparts to any room a subdued elegance that is charming. Grey Green has gained the approval of leading interior decorators because it is so practical and harmonious. As a color it is restful to the eye; and stands up under severe wear without showing soil. Note particularly the pleasing new border effect. A rich textured rug of this quality and durability cannot be purchased retail for less than double our *factory-to-you* prices. You risk nothing by a trial.

8 x 10 ft.

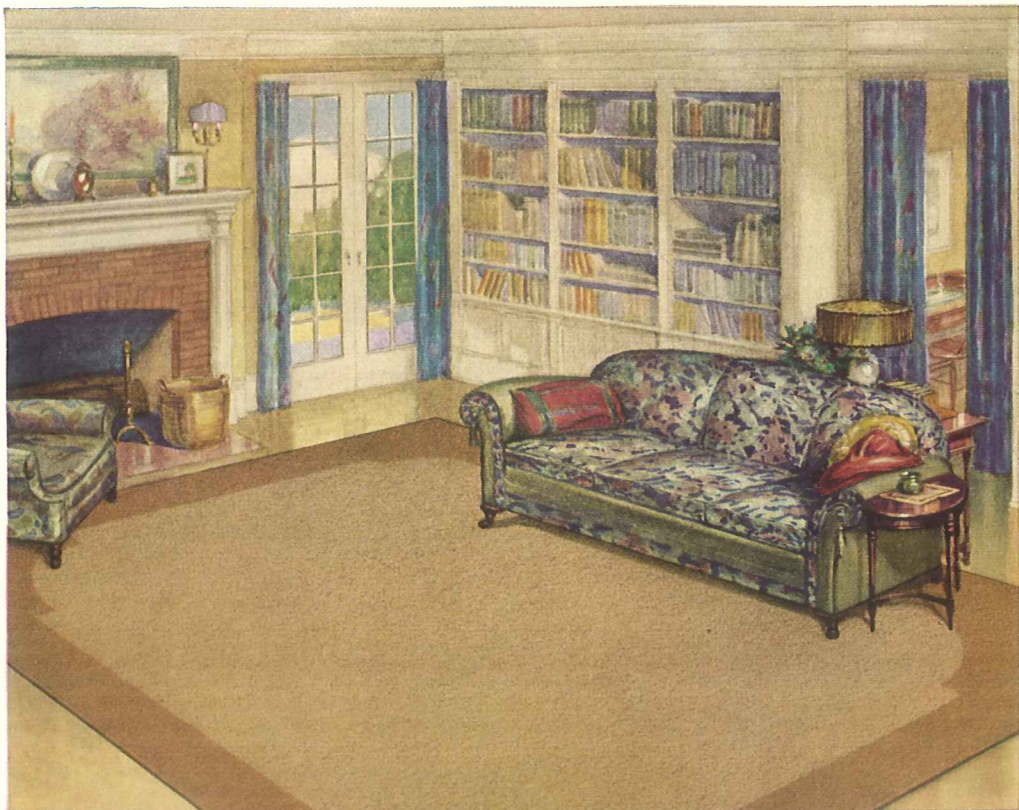
\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number 9284
TAUPE TAN

Made in 32 Sizes.

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

This charming, practical rug color will bring a refreshing, cheerful note of individuality to your living room. This rug is woven in the fashionable two-toned effect to create that indefinable atmosphere of serenity so characteristic of the finer homes of today. The cost is far less than an ordinary one-sided rug, bought the usual retail way. Why not save *half* this easy way?

Seamless
and Reversible

See Price List 4, Page 2

8 x 10 ft.

\$24.75

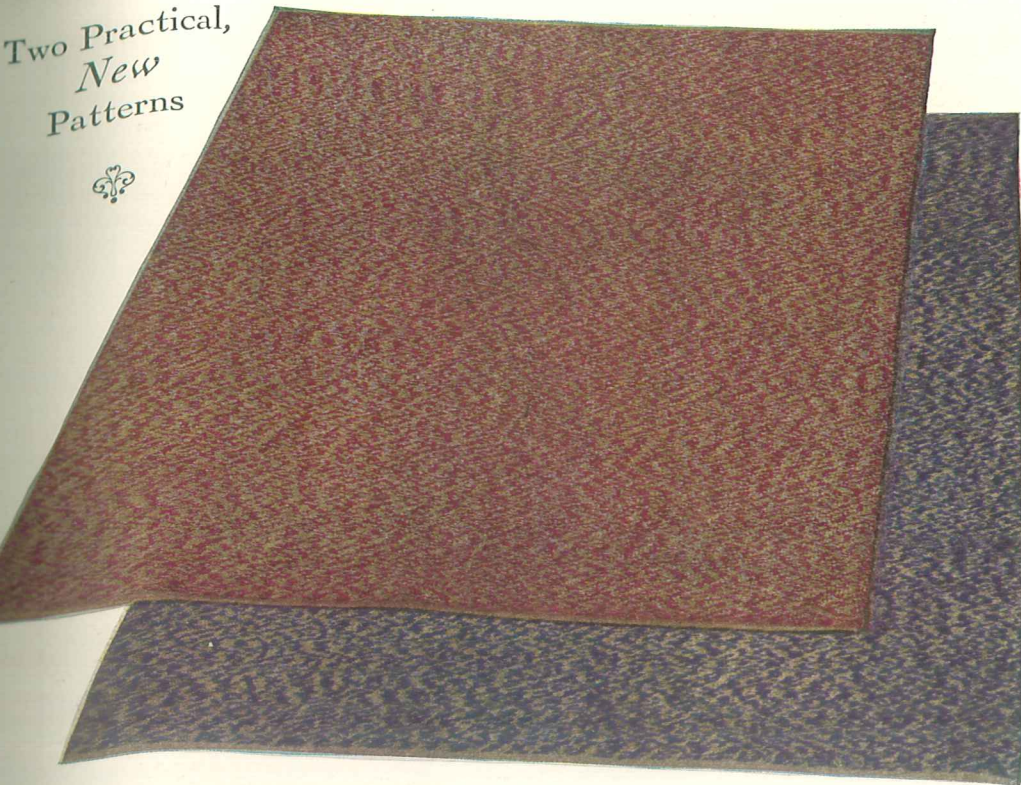
Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds

Two Practical,
New
Patterns



Number 3281

Mulberry and Taupe Mixture

Number 3181

Taupe and Blue Mixture

Both Made in 32 Sizes, Seamless, Reversible. See Price List 3 Page 2

These are two of the finest all-purpose patterns we have ever had the pleasure to offer. Rugs that are very rich in effect and will give modern charm and individuality to your living room, dining room, in fact any room in your home.

These beautiful rugs, with their soft, intermingled tones are rich in character. The effect is ultra smart and modern. The deep, velvety nap on both sides softens the tread like an expensive, imported rug., and guarantees double wear.

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

8 x 10 ft.

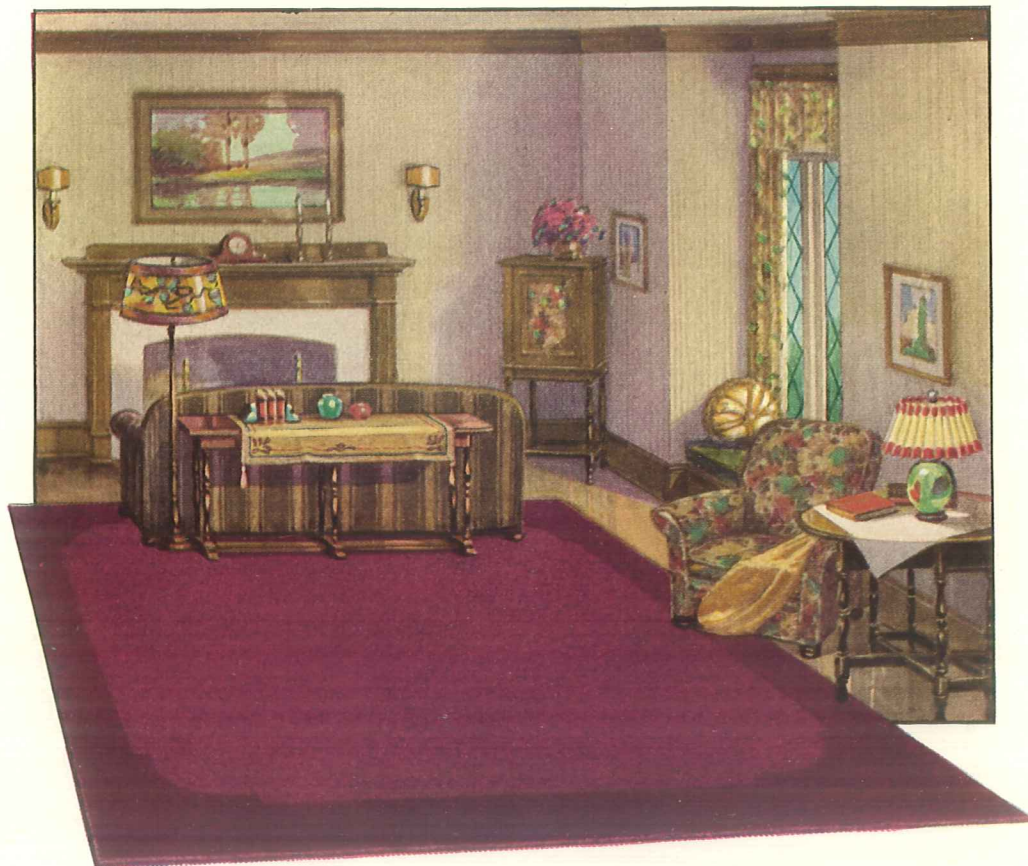
\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds



Number 7184

A Rich, Regal MULBERRY

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

Made in 32 Sizes. See Price List 4, Page 2

Seamless - - - Reversible

This gloriously regal color will delight the woman who wishes to create that subtly different atmosphere so necessary today if your home is to be distinctive and charming. A rug that will win the enthusiastic admiration of those who appreciate rich beauty of color and texture. A soft, luxurious rug woven to give long and satisfactory wear. Impossible to duplicate elsewhere at double the price.

8 x 10 ft.

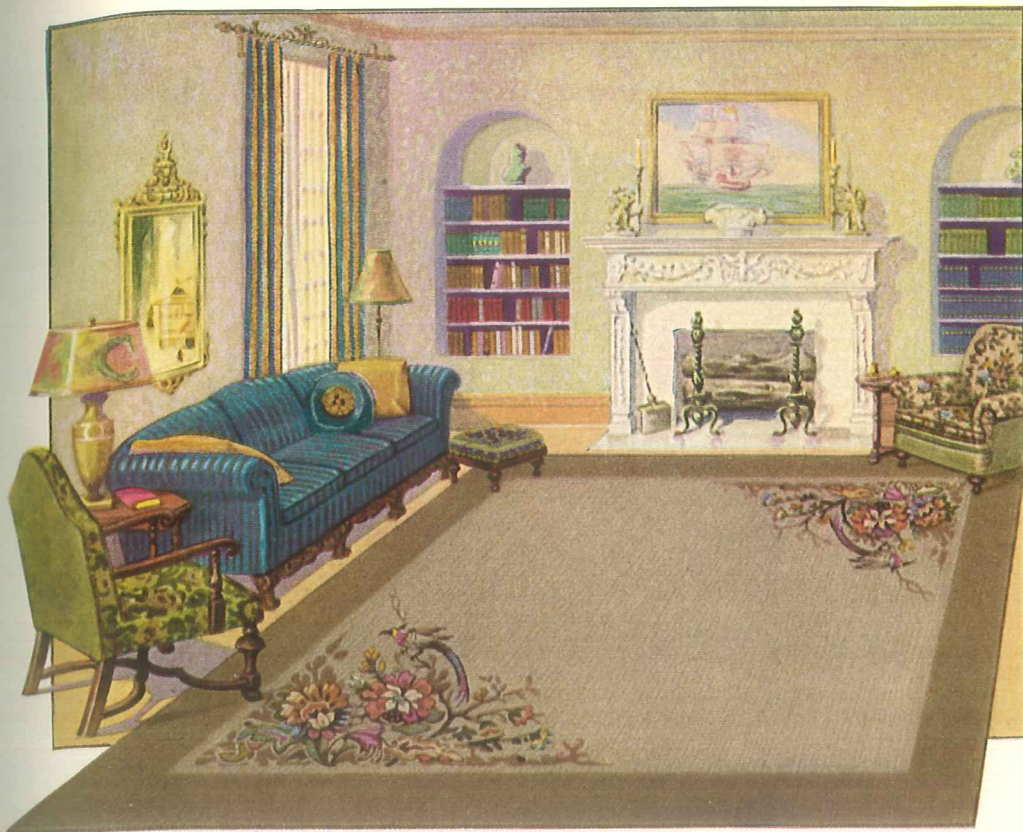
\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number 94814

TAUPE, *Japanese Design*

Made in 18 Sizes. See Price List 6, Page 2

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

Seamless - - - Reversible

On a field of rich, warm Taupe, with a darker Taupe border, the Japanese artist presents a charming design of colorful simplicity, quiet refinement and harmonious effects. There is a fine sense of proportion and careful restraint in the manner in which subdued Oriental reds, golds, Taupes, blues and ivories are used. A sacred Japanese bird with rich variegated plumage adds a decorative effect of unusual beauty. Same pattern on both sides.

8 x 10 ft.

\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 90810

Chinese Pagoda on Taupe

Seamless - - - Reversible

Made in 18 Sizes. See Price List 6, Page 2

Our master artists and weavers worked together to create this modern rug, which leading interior decorators have pronounced an artistic step forward in rug designing.

The rich, colorful charm of century-old Oriental masterpieces has been combined with the harmonious simplicity of the popular two-toned effects in such a way as to create a new American rug of unusual beauty.

Rich Simplicity

This masterful use of rich, subdued Chinese colors will instantly appeal to your good taste. Not too much color—and yet enough to accent and set off the harmonious Taupe field.

Like all other rugs shown in this book, the pattern is woven clear through and the two-sided rug gives almost twice the wear of ordinary rugs. Why not save one-half this easy way?

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

8 x 10 ft.

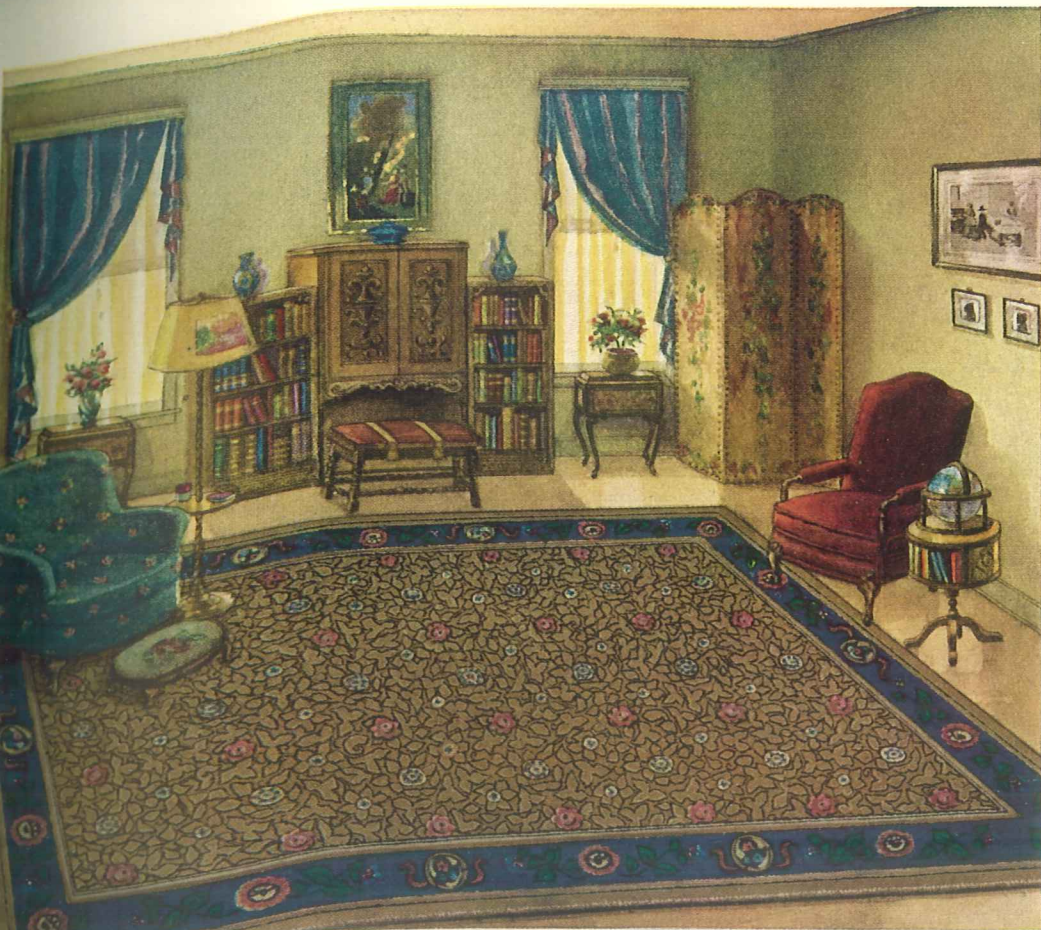
\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 97817

27 x 42 in.

\$2.90
Send 4 Pounds

36 x 63 in.

\$5.65
Send 9 Pounds

A Masterpiece of Color Harmony

Woven Seamless, Reversible—In
15 Sizes. See Price List 7, Page 2

This captivating new pattern is a poem in soft colors
that will bring exquisite harmony to your living room.
This rug, with its deep, velvety texture, will impart to
your living room the same restfulness and refinement
you see in the room above. Like all Olson Duo-Velvet
Rugs, it is firmly woven for a life time of service.

8 x 10 ft.

\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds

"YOUR HOME
SHOULD COME FIRST"



Number
80820

"PERSIAN"

27 x 42 in.

\$2.90

Send 4 Pounds

36 x 63 in.

\$5.65

Send 9 Pounds

Made in 15 Sizes. See Price List 7, Page 2

In this lovely pattern, the artist presents ten delightful colors of a Persian garden. The flowers in all their variety of Oriental color magnificence are on a field of restful Grey Taupe. The unusual black border emphasizes the restraint of the artist who achieves liveliness and animation in design without too much color to tire the eye. A rug you can live with year after year with pride.

Seamless
Reversible

8 x 10 ft.

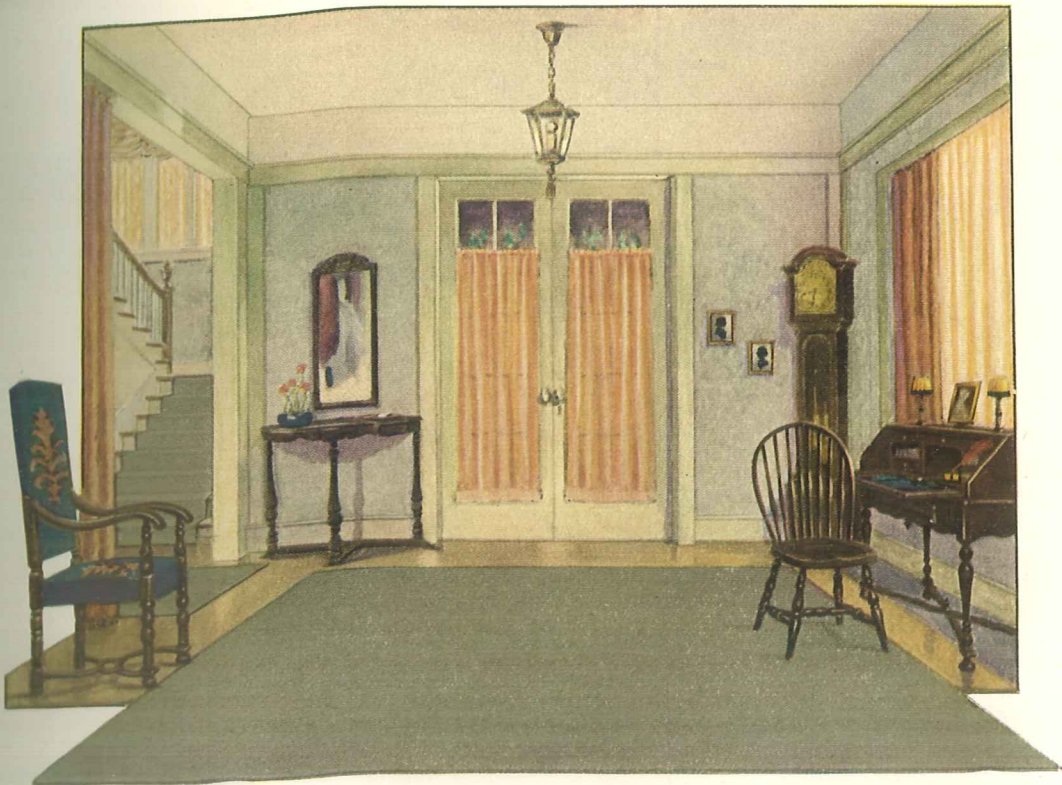
\$28.75

Send 45 Pounds

9 x 12 ft.

\$35.85

Send 60 Pounds



Number 8081

MOLE, for Rich Harmony

Made in 32 Sizes. See Price List 3, Page 2

27 x 42 in.

\$2.⁵⁵

Send 4 Pounds

36 x 63 in.

\$4.⁴⁰

Send 9 Pounds

Seamless - - - Reversible

There is a world of character in the rich-textured weave and soft, mellowed tones of these beautiful Mole rugs, for they will give your home that air of charming simplicity and harmony that is the keynote of the modern spirit of interior decoration. This fashionable color is very much in vogue for it makes a perfect background for an infinite variety of color schemes. And of course our prices are far less than you would pay in a retail rug store for an ordinary rug with only one side.

8 x 10 ft.

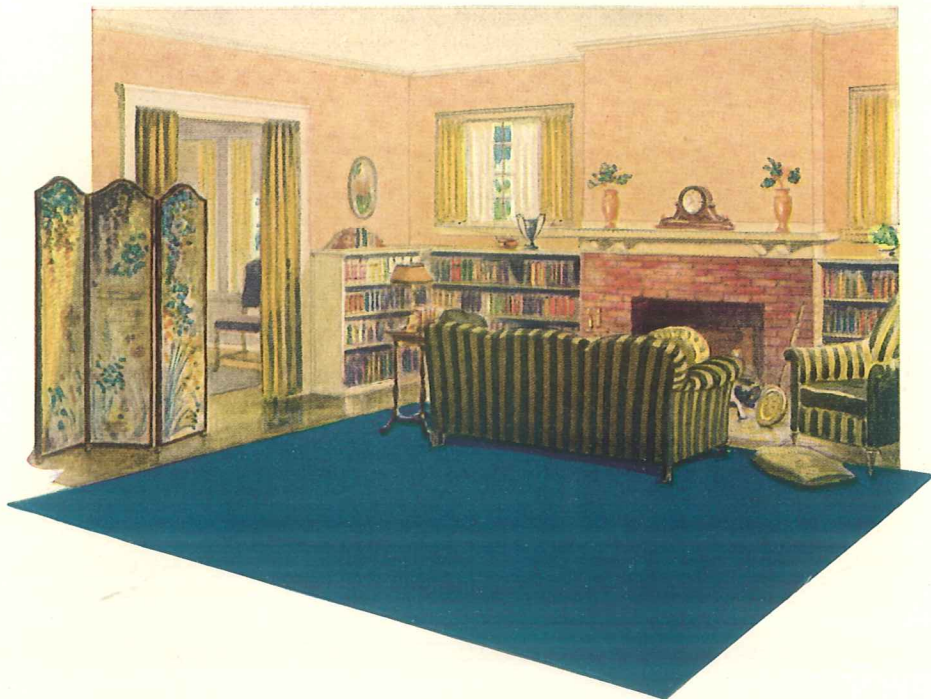
\$22.⁵⁵

Send 45 Pounds

9 x 12 ft.

\$29.³⁰

Send 60 Pounds



Number 1081

New GREY BLUE

Made in 32 Sizes. See Price List 3, Page 2

Seamless - - Reversible

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

8 x 10 ft.

\$22.55

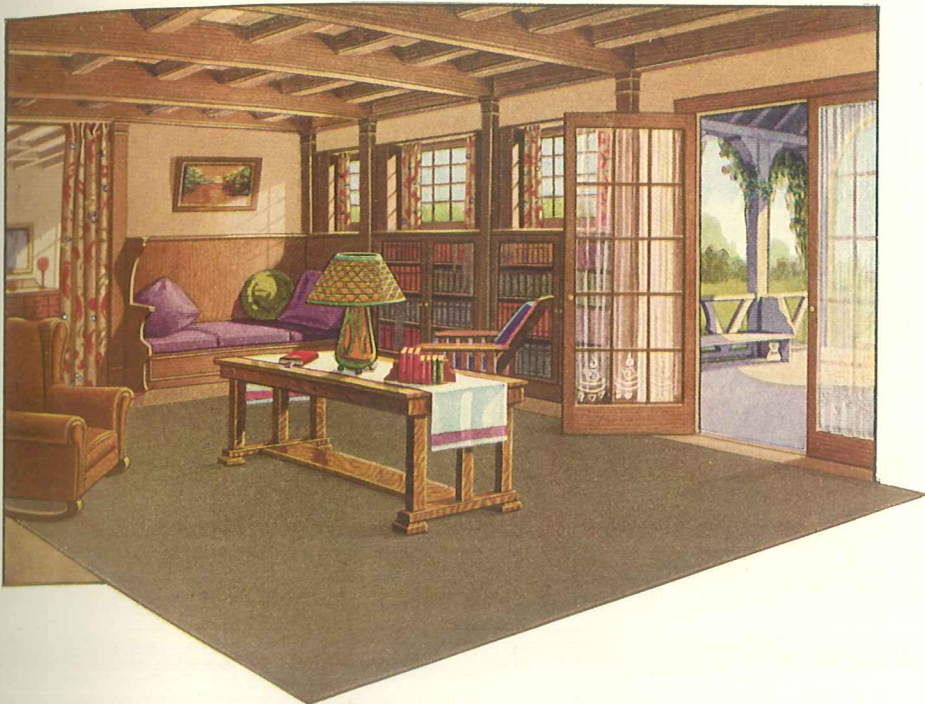
Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds

Of all the various shades of Blue, this latest modification known as Grey Blue is proving most popular. It is a soft, warm tone that goes well with almost any color scheme of decoration and furniture. Footmarks and soil will not show on it because of the firm Moresque weave and deep nap that are characteristic of all Olson Duo-Velvet Rugs. This is an harmonious, rich-looking, fashionable rug that will wear a life-time. It is well to remember that a plain rug makes a room look larger. How happily surprised your family will be with one of these lovely rugs.



Number 9081

TAUPE *for Practical Beauty*

Made in 32 Sizes. See Price List 3, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

Taupe is always distinctive—never commonplace. There is no more practical color for a rug. It will stand abusive wear and always look good—always cheerful, comfortable and charming. It saves work as well as money. Taupe is appropriate for any room in the house—upstairs or down. Note how agreeably the broad expanse of taupe harmonizes with the walls, draperies and furniture in the living room above. A popular trend is now toward Taupe rugs that cover nearly the entire floor. This gives the effect of a larger room. These luxurious rugs will delight you.

8 x 10 ft.

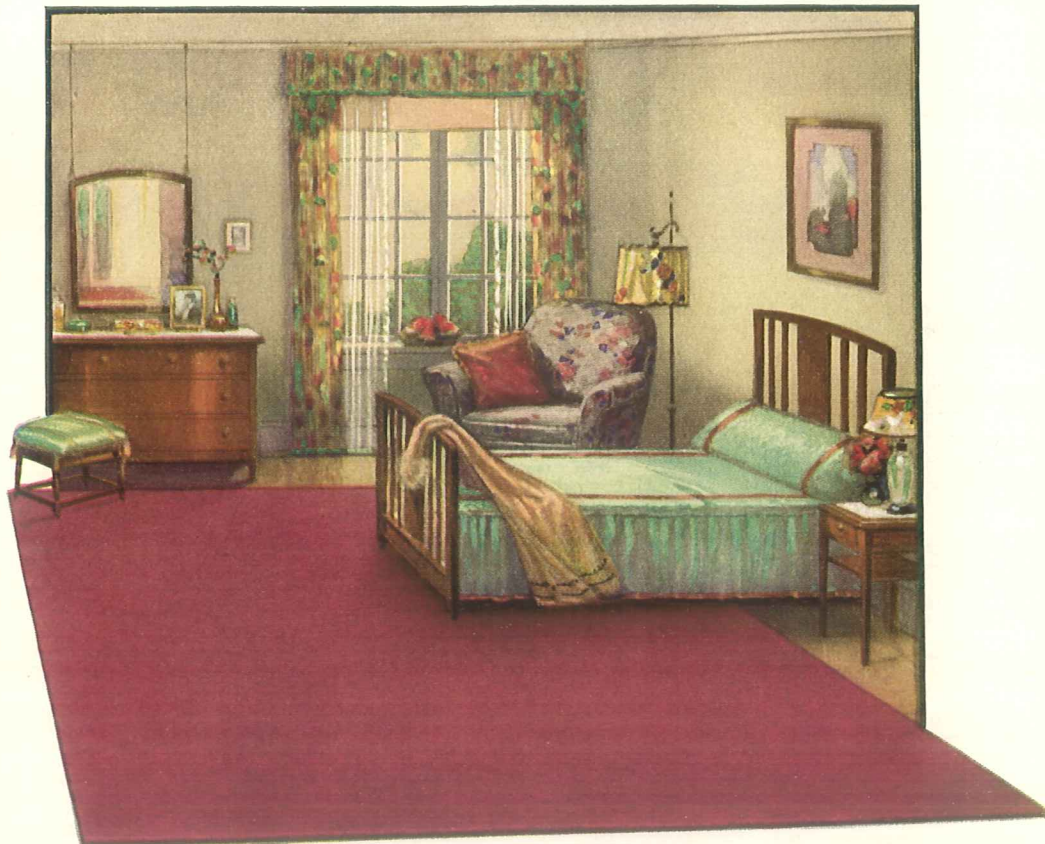
\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds



Number 7081

ROSE, *A Delightful Color*

Made in 32 Sizes. See Price List 3, Page 2

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

Seamless - - - Reversible

Give a room a floor covering of beauty and the question of "What will be in good taste?" is more than half answered. This rug, with the color of a rose in bloom, provides beauty and comfort—even luxury. It is distinctive in the guest room, and appears far more costly than what you pay for it. The rich simplicity of this velvety textured rug is charming. All Olson Duo-Velvety Rugs stand an amazing amount of daily hard wear.

8 x 10 ft.

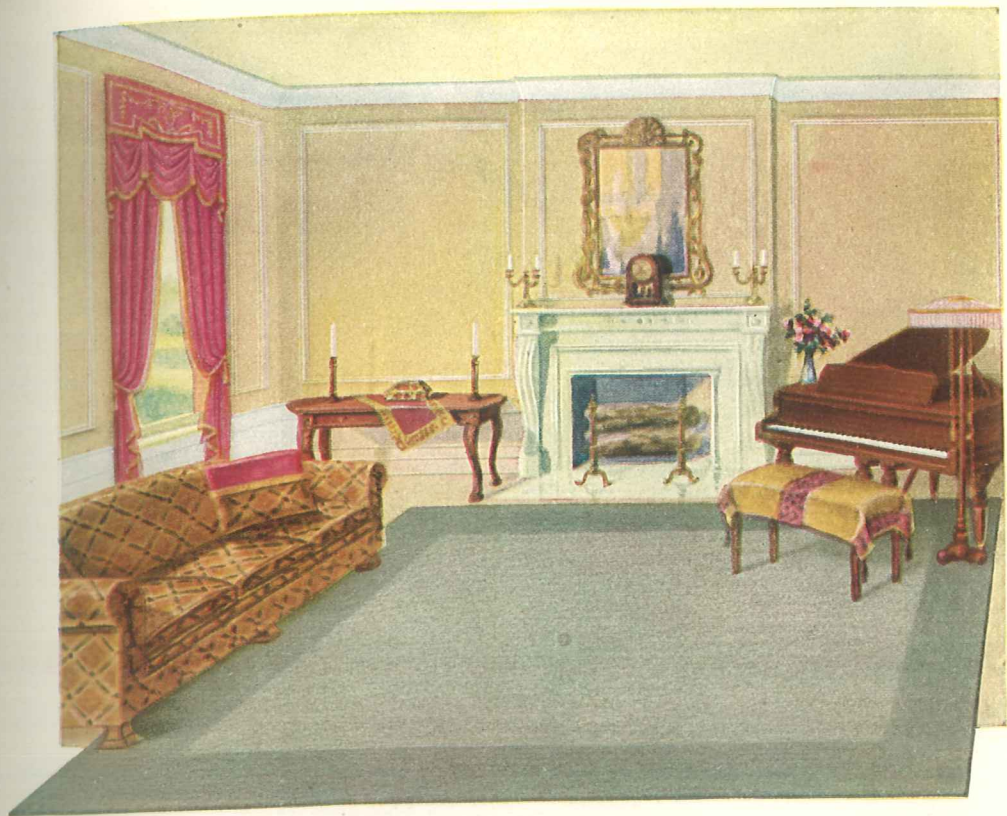
\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds



Number 8086

Two-Toned MOLE

Made in 32 Sizes. See Price List 4, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

Complete harmony in colorful interiors is not difficult to achieve. At first glance at the illustration above, you may exclaim, "What a delightful living room! What exquisite colorings!" . . . Prominent interior decorators agree that the color scheme of a room should be built up from the floor. The variety of color schemes to which this two-toned Mole lends itself is almost endless. Its suitability to all rooms in the home is apparent. Note these low prices.

8 x 10 ft.

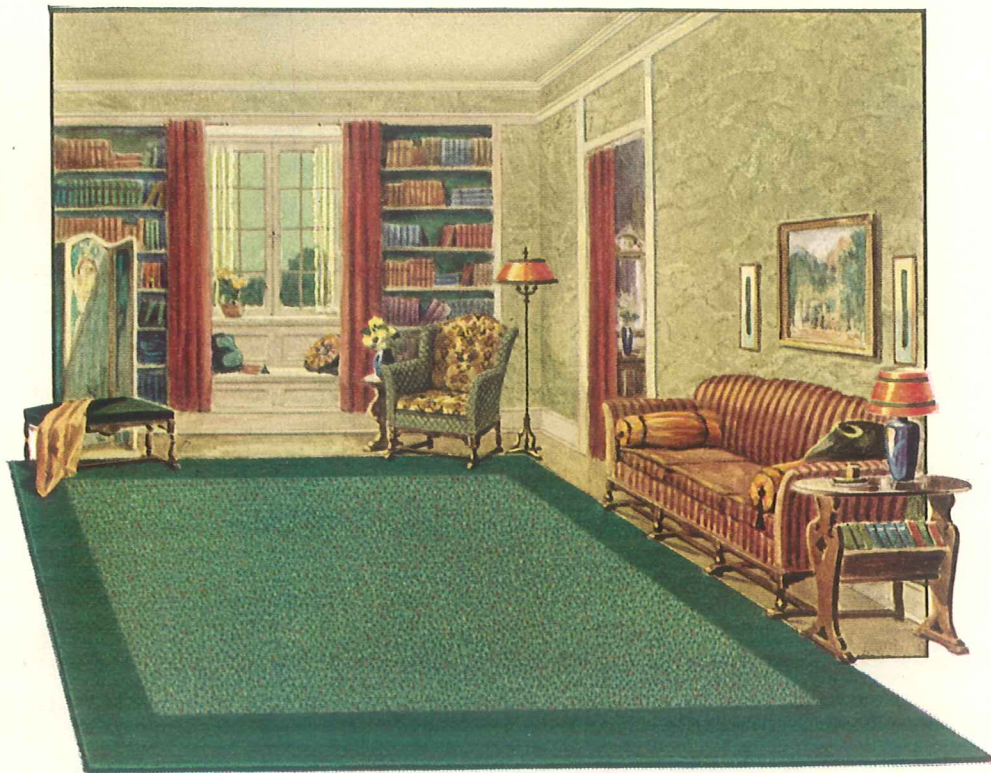
\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number 4886

JADE, A Soft Color Blend

Made in 32 Sizes. See Price List 2 Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.40

Send 4 Pounds

36 x 63 in.

\$4.20

Send 9 Pounds

Perhaps no other single decorating item in a room can transform it so completely as the fresh beauty of a modern two-toned rug rich in color and soft and luxurious under-foot. The vogue for restful simplicity and harmony finds perfect expression in this beautiful, new Jade Green Olson Rug. You will be delighted to find that this *Duo-Velvety* rug, like all rugs shown in this book, is woven with the same firm, close nap on *both sides* to give double wear and comfort—an up-to-date feature hard to find in store rugs. You can't make a mistake if you decorate one room or all rooms with two-toned rugs.

8 x 10 ft.

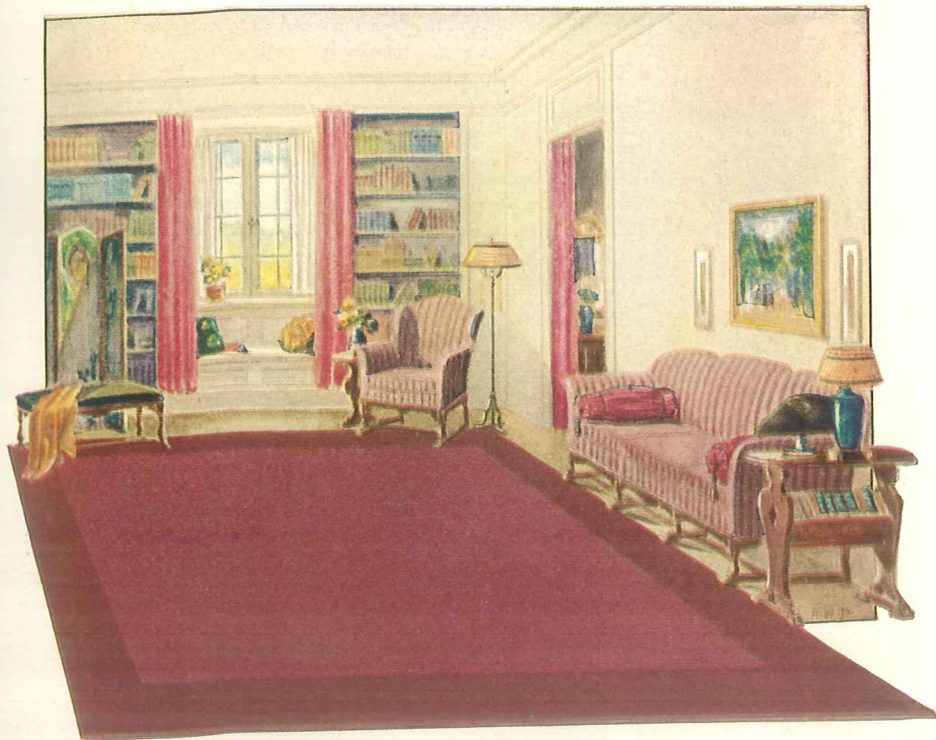
\$21.70

Send 45 Pounds

9 x 12 ft.

\$27.75

Send 60 Pounds



Number 2886

MAHOGANY, *A Soft Color Blend*

Made in 32 Sizes. See Price List 2, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.40

Send 4 Pounds

36 x 63 in.

\$4.20

Send 9 Pounds

Never before have homes been so cheerful, inviting and colorful. The unusual room above is done in the modern manner and strikingly illustrates the exquisite harmony that can be achieved with the deservedly popular two-toned rugs. The rug illustrated is a soft, new Heather Red Mixture known as *Mahogany*, one of the aristocrats of color. It is an ideal color for any room in the home and will work a sure cure for monotony in any room. A color you can live with year after year. Order this rug for your living room. The transformation will amaze you. The rich texture gives no hint of the great saving.

8 x 10 ft.

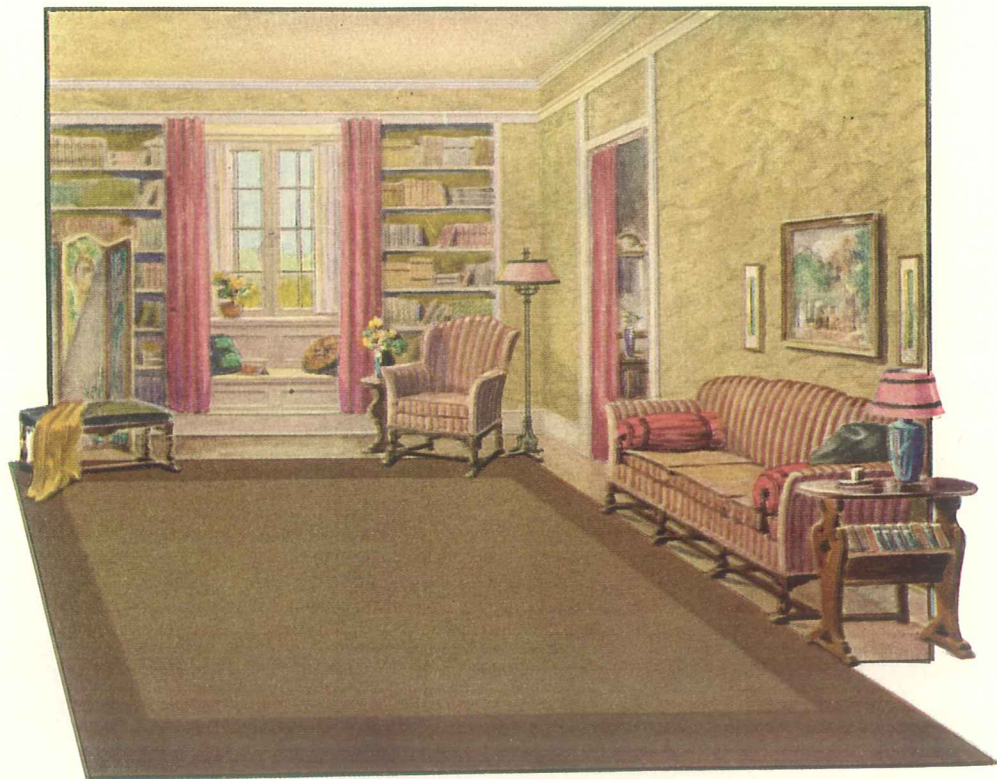
\$21.70

Send 45 Pounds

9 x 12 ft.

\$27.75

Send 60 Pounds



Number 9186

Two-Toned DARK TAUPE

Made in 32 Sizes. See Price List 4, Page 2

27 x 42 in.

\$2.75

Send 4 Pounds

36 x 63 in.

\$4.90

Send 9 Pounds

Seamless - - - Reversible

We assume that every woman wants something in rug values besides good wearing quality and low price—some things that are difficult to put into words. If you are looking for a rug that suggests cozy comfort, cheery and inviting welcome, warm friendliness, enjoyable every-day living and perfect “hominess,”—all in excellent taste—we believe this practical new color is deserving of your particular attention. Two-Toned Dark Taupe gives the ensemble of decorations and furniture a quiet and lovable beauty difficult to surpass. Lowest *factory-to-you* prices.

8 x 10 ft.

\$24.75

Send 45 Pounds

9 x 12 ft.

\$31.65

Send 60 Pounds



Number
2081

New RUBY RED

Seamless - - Reversible

27 x 42 in.

\$2.⁵⁵

Send 4 Pounds

36 x 63 in.

\$4.⁴⁰

Send 9 Pounds

Made in 32 Sizes. See Price List 3, Page 2

There is magic in COLOR. It is the secret of beautiful rooms. Think of all the glorious new effects you can achieve in the different rooms of your home with the soft, rich Ruby Red *Duo-Velvet* rug shown above. And it is so easy and inexpensive to capture this new, modern beauty we all admire in homes today. Simply replace your old rug with this colorful, inexpensive Olson Rug. The words of praise from your friends will thrill you.

8 x 10 ft.

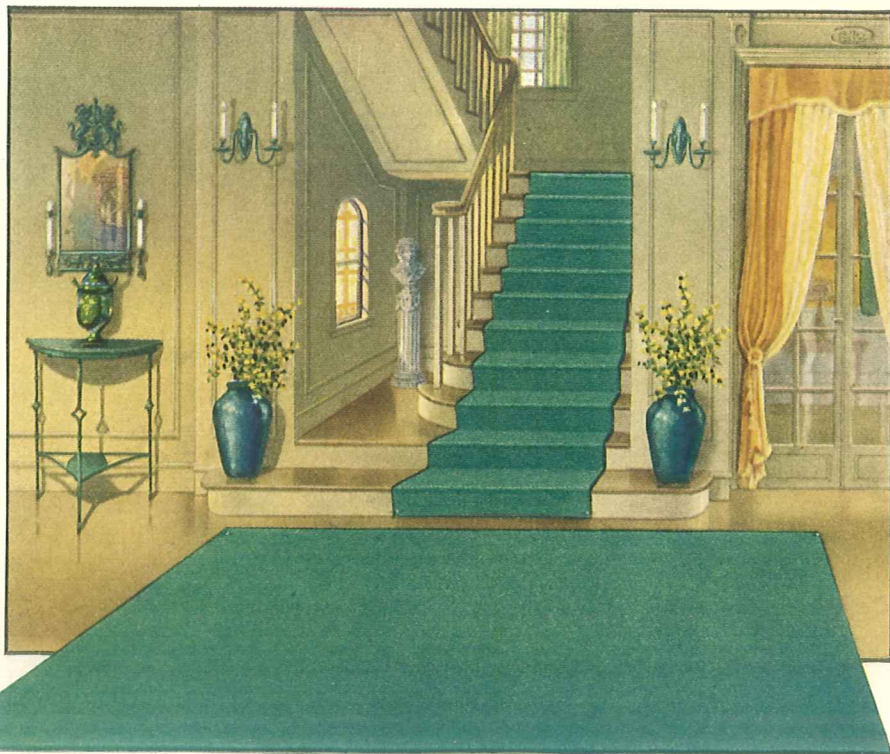
\$22.⁵⁵

Send 45 Pounds

9 x 12 ft.

\$29.³⁰

Send 60 Pounds



Number 4081

The New GREY GREEN

Made in 32 Sizes. See Price List **3**, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

One of the very latest color creations that has found instant favor in the finest homes. Its popularity is easily explained—another beautiful, subdued, restful color that delights the eye. Green is very much in vogue now. Many homes are furnished throughout in this practical new shade of Grey Green. These three words express the modern trend in home decorating: *Simplicity, Comfort, and Colorful Harmony*. Let these soft, luxurious Grey Green *Duo-Velvet* rugs bring new warmth, color and welcome to *your* entrance hall. Take advantage of America's lowest rug prices. From "Factory-to-You."

8 x 10 ft.

\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds



Number 5187—Price \$1.84
per yard, 27 inches wide
Send 4 lbs. material a yard



Number 5187—Price \$1.84
per yard, 27 inches wide
Send 4 lbs. material a yard

New and Finer OLSON DUO-VELVETY **STAIR CARPET**

Woven

REVERSIBLE *for Double Wear*

No finer tribute could be paid to the remarkable durability and beauty of this wonderful stair carpet than the fact that hotels all over this country have selected it in preference to all others.

Sensationally **LOW PRICED** *for Such Fine Quality*

With proper care, this stair carpet will outwear *two* ordinary one-sided Velvets or Axminsters.

Only in the high priced Wiltons and Chenilles will you find a deep, rugged weave of so much character, guaranteed not to show soil or foot marks. Pads are really unnecessary under this soft, luxurious Olson carpet.

Easy to Measure

Stairs are quickly measured with a long piece of string. Let it follow the treads and risers just the way the carpet will lie. Order an extra six inches in length so you can move your carpet a few inches every two years. This distributes the wear. Being reversible, Olson carpet should last a life time.



Number 3181—Price \$1.76
per yard, 27 inches wide
Send 4 lbs. material a yard



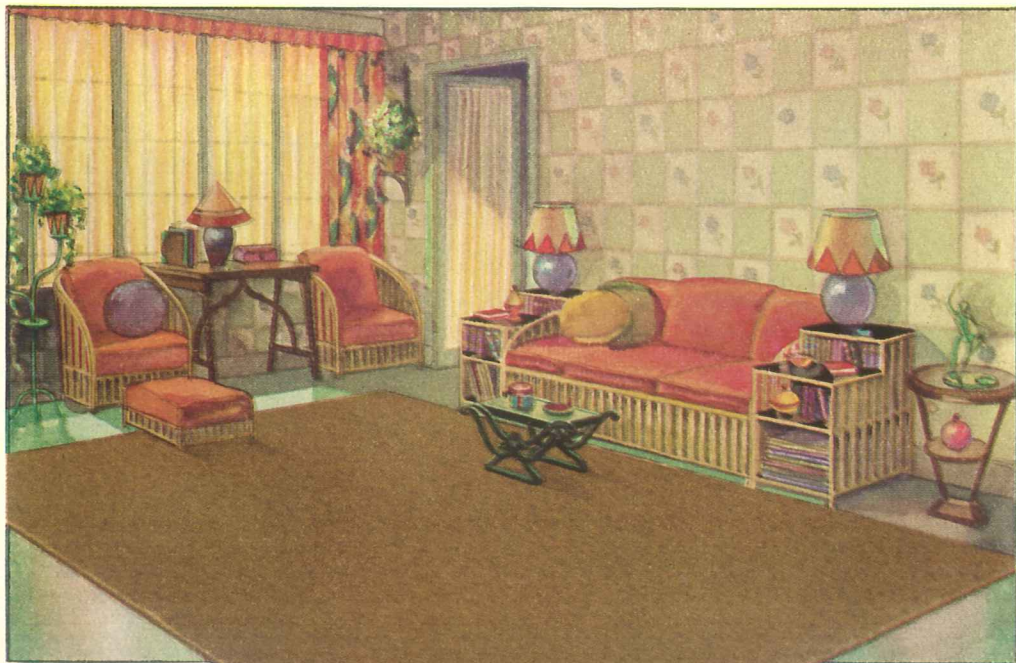
Number 5687—Price \$1.84
per yard, 27 inches wide
Send 4 lbs. material a yard



Number 3281—Price \$1.76
per yard, 27 inches wide
Send 4 lbs. material a yard



Number 3081—Price \$1.76
per yard, 27 inches wide
Send 4 lbs. material a yard



Number 9281

The New TAUPE TAN

Made in 32 Sizes. See Price List 3, Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.⁵⁵

Send 4 Pounds

36 x 63 in.

\$4.⁴⁰

Send 9 Pounds

Sun rooms call for striking color effects. Colors may be combined with more daring than in any other room. In this cheerful, colorful room, so tastefully furnished in the newest 20th Century manner, we have shown the very practical Taupe Tan Olson Rug. A rug of rich simplicity that forms a perfect background for the animated colors in furniture, curtains and walls. As most sun rooms are cozy, intimate little rooms, we have used a rug without border, which as you know tends to increase the apparent size of any room. Picture this fine rug in your home.

8 x 10 ft.

\$22.⁵⁵

Send 45 Pounds

9 x 12 ft.

\$29.³⁰

Send 60 Pounds



OLSON Duo-Velvet Rugs are the crowning achievement of our 56 years of constant effort. By our scientific new *Patented Process*, the valuable, seasoned wool in your old carpets, rugs and clothing is reclaimed like *new*, scoured, sterilized, steamed, pickered, carded, combed and bleached into soft, downy wool that looks just like any other wool right off the sheep's back. This wool is then tightly spun, wound into skeins, expertly dyed with fast dyes and *woven* on the very latest power looms into luxurious, modern, reversible rugs exactly as illustrated.

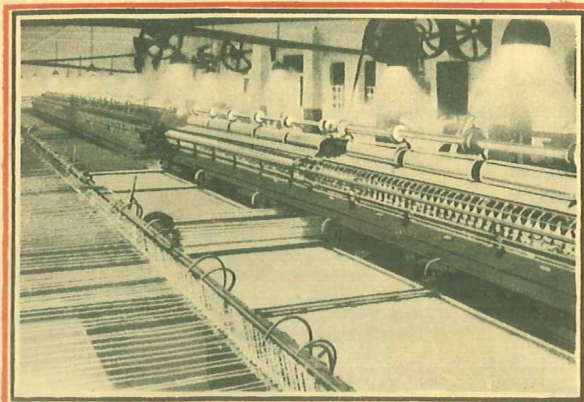
WARP MACHINES

One of our immense machines preparing the thousands of yards of warp needed daily in the weaving of OLSON RUGS.

In One Week your rugs are ready

PREPARING THE WOOL

Here your old materials are shredded. The valuable wool is separated and comes out soft, fleecy and lustrous. We own all basic patents.

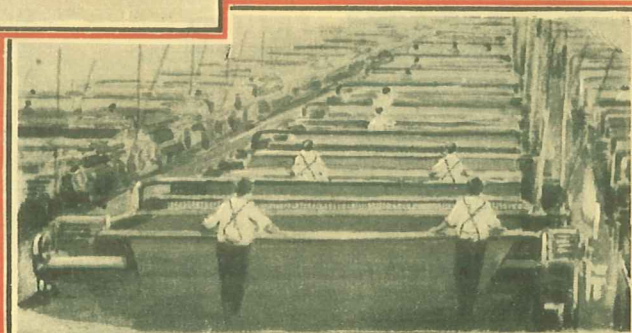
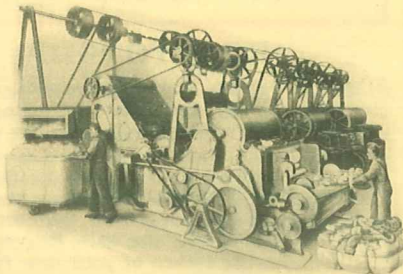


SPINNING MACHINES

A small section of our great spinning division showing some of the machines that spin the reclaimed wool into firmly twisted, high-grade rug yarn.



Expert chemists are responsible for the rich colors and fast dyes.



A few of the great looms (wonderful new invention) that weave the beautiful, high pile Olson rugs. We have developed new methods of weaving that for speed and efficiency have never been excelled.



Number 7181

A Lovely Soft MULBERRY

Made in 32 Sizes. See Price List 3 Page 2

Seamless - - - Reversible

27 x 42 in.

\$2.55

Send 4 Pounds

36 x 63 in.

\$4.40

Send 9 Pounds

Never before have homes been so colorful, so attractive, so inviting. No longer do we find dingy, drab rooms that depress us with their gloomy atmosphere, for modern women have discovered the invigorating magic of cheerful colors; and leading decorators urge the use of color with frank sincerity. This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into bright, inviting places. Plain colors continue to hold undisputed sway in America's finest homes. Our *factory-to-you* prices save you *half*.

8 x 10 ft.

\$22.55

Send 45 Pounds

9 x 12 ft.

\$29.30

Send 60 Pounds